

ST. XAVIER'S UNIVERSITY, KOLKATA

M.A in Mass Communication

Curriculum – 2019

Specialization:

a) Marketing Communication

b) Digital Video Production

Semester	Specialisations	Paper	Title	Marks	Credits
1st		I	Mass Communication Theories	100	6
		II	Print Media Theory	100	6
		III	Media Laws & Ethics	50	3
		IV	Print Practical	50	3
		V	Broadcast Journalism (T+P)	100	6
Total				400	24
2nd		VI	Advertising & Public Relations	100	6
		VII	New Media Theory	50	3
		VIII	New Media Practical	50	3
		IX	Film Studies	100	6
		X	Development Communication	100	6
Total				400	24
3rd		XI	Communication Research	100	6
	Optional Paper (Students need to choose any one)	XII	Science & Environment/Sports Journalism/Entertainment Journalism	100	6
	Marketing Communication (Specialisation)	XIII	Consumer Behaviour & Market Research (Projects)	100	6
		XIV	Corporate Communication & Crisis Management (Projects)	100	6
	OR				

	Digital video Production (Specialisation)	XIII	Audio Visual Production (Theory) & online Production	100	6	
		XIV	Audio Visual Production (Practical) & Audio Visual script writing	100	6	
TOTAL				400	24	
4th		XV	Media Management	100	6	
		XVI	Dissertation	100	6	
	Marketing Communication (Specialisation)	XVII	Branding & Brand management (Projects)	100	6	
		XVIII	Digital Media Marketing (Projects)	100	6	
	OR					
	Digital video Production (Specialisation)	XVII	Production Design & Management Television Commercial Project	100	6	
XVIII		Final Film Project (Fiction/ Non Fiction)	100	6		
TOTAL				400	24	
TOTAL				1600	96	

TOTAL CREDITS: 96.